

Denver Auto Outlook

Covering the Denver Area Automotive Market

Data thru November, 2006

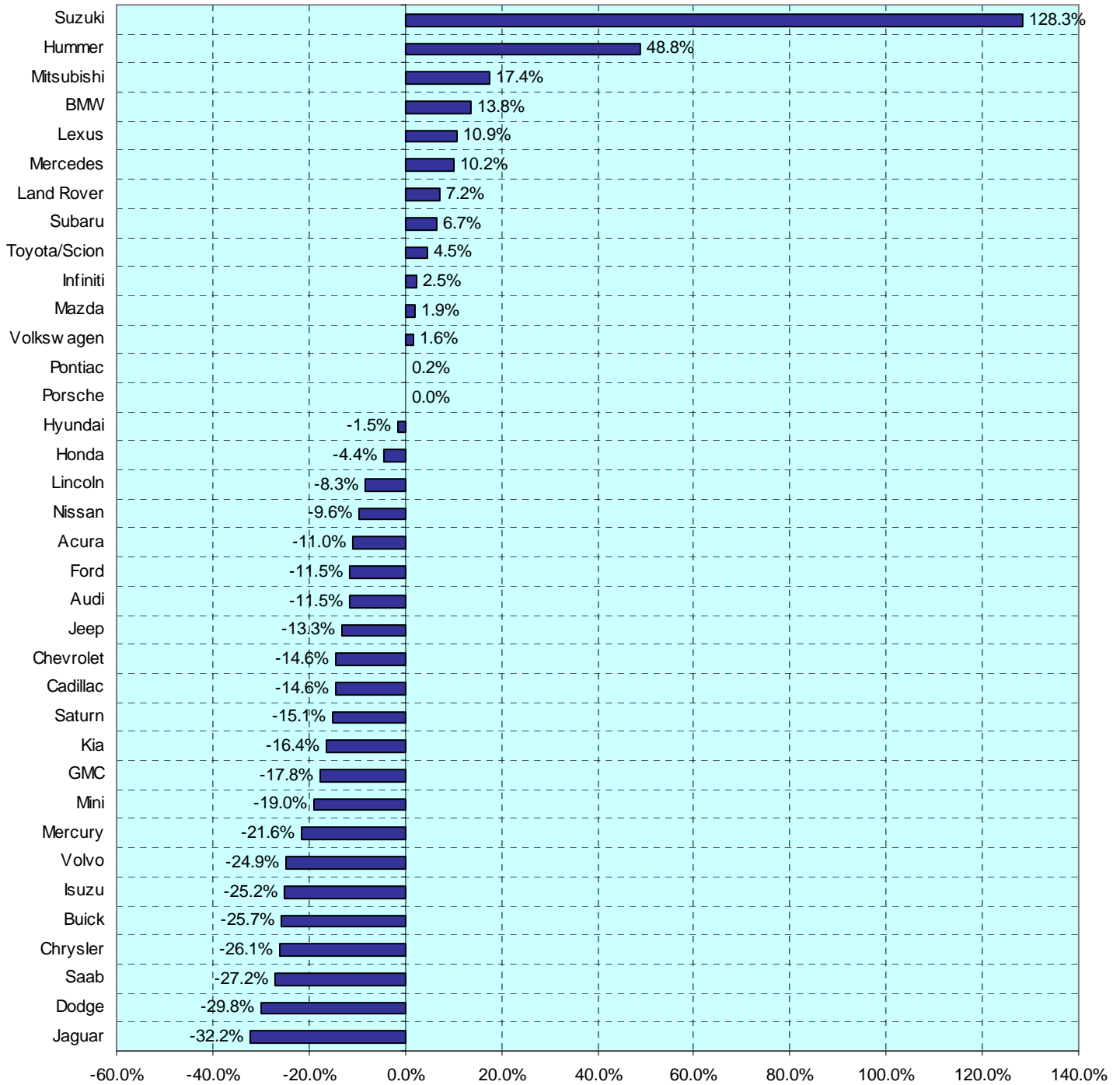
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Metro Denver Auto
Dealers Association

Denver Area New Retail Car and Light Truck Registrations

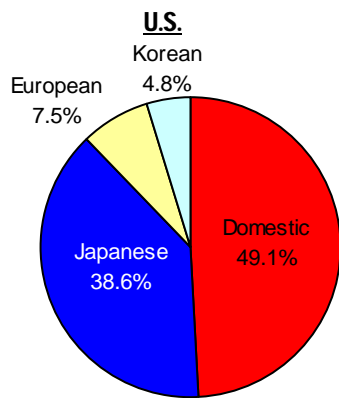
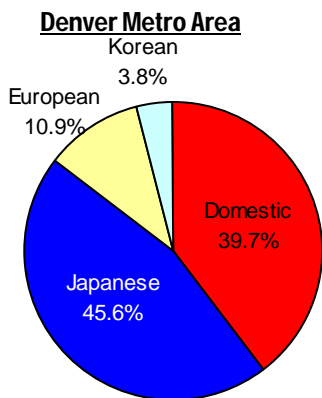
	November, 06				Two Month Period October and November '06				Year to date thru November				YTD Market Share (%)		
	Denver Area			U.S.	Denver Area			U.S.	Denver Area			Denver Area			
	2005	2006	% chg.	% chg.	Yr. Ago	Current	% chg.	% chg.	2005	2006	% chg.	% chg.	2005	2006	Chg.
MARKET SUMMARY															
TOTAL	6,093	5,915	-2.9%	2.9%	15,432	14,316	-7.2%	4.5%	92,735	86,218	-7.0%	-2.5%			
Cars	2,891	2,720	-5.9%	-0.9%	7,352	6,902	-6.1%	-2.2%	40,404	42,015	4.0%	2.0%	43.6	48.7	5.1
Light Trucks	3,202	3,195	-0.2%	6.4%	8,080	7,414	-8.2%	11.2%	52,331	44,203	-15.5%	-6.4%	56.4	51.3	-5.1
Domestic	2,430	2,265	-6.8%	0.2%	6,389	5,496	-14.0%	4.5%	40,551	34,194	-15.7%	-7.9%	43.7	39.7	-4.0
Japanese	2,683	2,900	8.1%	7.9%	6,622	6,834	3.2%	5.9%	38,864	39,355	1.3%	5.4%	41.9	45.6	3.7
European	694	562	-19.0%	3.6%	1,725	1,410	-18.3%	2.1%	9,743	9,374	-3.8%	3.6%	10.5	10.9	0.4
Korean	286	188	-34.3%	-5.3%	696	576	-17.2%	-2.2%	3,577	3,295	-7.9%	2.0%	3.9	3.8	-0.1
BRAND REGISTRATIONS															
Acura	116	113	-2.6%	23.9%	271	259	-4.4%	9.2%	1,744	1,553	-11.0%	-4.6%	1.9	1.8	-0.1
Audi	89	79	-11.2%	16.4%	211	168	-20.4%	7.4%	1,174	1,039	-11.5%	5.4%	1.3	1.2	-0.1
BMW	107	109	1.9%	-4.5%	271	268	-1.1%	-5.8%	1,603	1,825	13.8%	1.6%	1.7	2.1	0.4
Buick	24	24	0.0%	11.6%	81	89	9.9%	13.3%	643	478	-25.7%	-13.7%	0.7	0.6	-0.1
Cadillac	53	44	-17.0%	20.3%	126	113	-10.3%	17.2%	1,036	885	-14.6%	-3.7%	1.1	1.0	-0.1
Chevrolet	585	573	-2.1%	3.1%	1,386	1,387	0.1%	7.9%	9,537	8,143	-14.6%	-9.0%	10.3	9.4	-0.9
Chrysler	112	88	-21.4%	5.0%	294	226	-23.1%	-7.5%	2,183	1,613	-26.1%	-8.0%	2.4	1.9	-0.5
Dodge	299	245	-18.1%	-4.7%	858	541	-36.9%	-4.2%	5,245	3,684	-29.8%	-9.7%	5.7	4.3	-1.4
Ford	685	605	-11.7%	-12.4%	1,912	1,540	-19.5%	-1.2%	11,137	9,853	-11.5%	-7.7%	12.0	11.4	-0.6
GMC	112	168	50.0%	32.0%	305	384	25.9%	47.3%	2,673	2,197	-17.8%	-14.8%	2.9	2.5	-0.4
Honda	640	646	0.9%	-3.0%	1,693	1,513	-10.6%	-1.3%	9,905	9,466	-4.4%	5.0%	10.7	11.0	0.3
Hummer	42	32	-23.8%	-3.3%	101	92	-8.9%	-2.3%	293	436	48.8%	32.8%	0.3	0.5	0.2
Hyundai	176	108	-38.6%	-14.9%	423	352	-16.8%	-6.2%	2,050	2,019	-1.5%	1.5%	2.2	2.3	0.1
Infiniti	62	51	-17.7%	0.2%	145	122	-15.9%	-2.6%	765	784	2.5%	-12.6%	0.8	0.9	0.1
Isuzu	5	8	60.0%	-23.4%	17	11	-35.3%	-20.6%	107	80	-25.2%	-29.6%	0.1	0.1	0.0
Jaguar	5	2	-60.0%	-35.2%	14	10	-28.6%	-29.0%	143	97	-32.2%	-31.6%	0.2	0.1	-0.1
Jeep	297	321	8.1%	19.9%	785	674	-14.1%	22.1%	4,375	3,792	-13.3%	-2.2%	4.7	4.4	-0.3
Kia	110	80	-27.3%	10.5%	273	224	-17.9%	3.9%	1,527	1,276	-16.4%	2.8%	1.6	1.5	-0.1
Land Rover	22	31	40.9%	-7.6%	64	66	3.1%	-1.2%	374	401	7.2%	6.4%	0.4	0.5	0.1
Lexus	147	185	25.9%	4.2%	315	416	32.1%	3.6%	2,232	2,476	10.9%	6.5%	2.4	2.9	0.5
Lincoln	18	14	-22.2%	11.8%	46	43	-6.5%	7.6%	338	310	-8.3%	-2.6%	0.4	0.4	0.0
Mazda	123	117	-4.9%	16.7%	255	283	11.0%	6.2%	1,414	1,441	1.9%	4.1%	1.5	1.7	0.2
Mercedes	103	89	-13.6%	19.5%	233	197	-15.5%	15.9%	1,177	1,297	10.2%	13.9%	1.3	1.5	0.2
Mercury	23	20	-13.0%	0.3%	55	45	-18.2%	-2.9%	422	331	-21.6%	-8.4%	0.5	0.4	-0.1
Mini	17	24	41.2%	3.7%	38	45	18.4%	8.7%	357	289	-19.0%	-4.3%	0.4	0.3	-0.1
Mitsubishi	35	48	37.1%	4.0%	101	117	15.8%	1.9%	557	654	17.4%	-5.0%	0.6	0.8	0.2
Nissan	391	329	-15.9%	-1.8%	995	760	-23.6%	1.7%	5,209	4,711	-9.6%	-4.9%	5.6	5.5	-0.1
Other	4	9	125.0%	-17.3%	27	23	-14.8%	-1.4%	168	158	-6.0%	5.9%	0.2	0.2	0.0
Pontiac	98	63	-35.7%	-17.5%	215	178	-17.2%	-7.9%	1,157	1,159	0.2%	-6.0%	1.2	1.3	0.1
Porsche	15	15	0.0%	-2.4%	41	31	-24.4%	-5.6%	267	267	0.0%	7.9%	0.3	0.3	0.0
Saab	25	23	-8.0%	19.4%	65	74	13.8%	52.4%	529	385	-27.2%	-7.8%	0.6	0.4	-0.2
Saturn	79	63	-20.3%	23.8%	208	168	-19.2%	21.6%	1,433	1,216	-15.1%	3.6%	1.5	1.4	-0.1
Subaru	300	321	7.0%	8.8%	724	771	6.5%	-0.3%	4,120	4,398	6.7%	2.3%	4.4	5.1	0.7
Suzuki	27	62	129.6%	12.1%	68	145	113.2%	3.3%	329	751	128.3%	24.2%	0.4	0.9	0.5
Toyota/Scion	837	1,020	21.9%	18.0%	2,038	2,437	19.6%	14.0%	12,482	13,041	4.5%	13.4%	13.5	15.1	1.6
Volkswagen	210	118	-43.8%	-5.3%	513	356	-30.6%	-6.3%	2,595	2,636	1.6%	8.6%	2.8	3.1	0.3
Volvo	100	68	-32.0%	14.3%	265	188	-29.1%	5.2%	1,435	1,077	-24.9%	-6.3%	1.5	1.2	-0.3

The table above shows new retail light vehicle registrations in the Denver Metro Area for the following three time periods: November, 2006, previous two months combined (October and November), and year-to-date totals (thru November). Figures include new vehicles registered in the seven county Denver Area that were sold by dealerships in Colorado. **Please keep in mind that monthly registration figures for area markets can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For this reason, the two month and year-to-date figures will typically be more reflective of market results.** The top 10 ranked brands in each percent change category are shaded green.

Percent Change in New Retail Light Vehicle Registrations, Denver Metro Area (YTD '06 thru November vs. Year Earlier)



New Vehicle Market Share—Denver Metro Area vs. U.S. (YTD '06 thru Nov.)



This report is sponsored by the Denver Metro Automobile Dealers Association and produced by Auto Outlook. For questions or comments regarding this report, please contact the Association (303-831-1722) or Auto Outlook (800-206-0102).

Exclusive source for new vehicle registration data is AutoCount, an Experian Company. AutoCount specializes in providing detailed new and used vehicle sales and registration statistics. For more information on AutoCount, call 407.770.5900 or visit their web site: www.autocount.com.